

WIC

WIC POLICY AND PROCEDURE MANUAL

Michigan Department of Community Health

Chapter/Section: 11.02

Effective Date: 7/1/07

Issue Date: 4/25/07

II. BREASTFEEDING

11.02 Local Agency Breastfeeding Coordinator

FINAL

PURPOSE: To implement the Federal Regulations regarding the local agency requirements for the Breastfeeding Coordinator and summarize the responsibilities of the Breastfeeding Coordinator.

A. POLICY

1. A local agency WIC Breastfeeding Coordinator shall be designated to provide coordination for, and evaluation of, breastfeeding promotion, protection, and support activities (see Policy 11.02 Exhibit A).
2. The Breastfeeding Coordinator shall attend Breastfeeding Coordinator Training within one year of position appointment.
3. The Breastfeeding Coordinator shall receive on-going breastfeeding education and training. Educational opportunities may include, but are not limited to:
 - a. Breastfeeding Coordinator Training.
 - b. Breastfeeding Basics.
 - c. WIC Annual Conference (sessions on breastfeeding).
 - d. Milk Expression Training (as available by MDCH WIC Program).
 - e. Breastfeeding conferences sponsored by hospitals, Michigan Association of Lactation Consultants (MALC), Western MALC, LaLeche League, etc.
 - f. Lactation Consultant Preparation Course, Lactation Educator Training Program, or Lactation Counselor Training Program.
4. The Breastfeeding Coordinator shall oversee the local agency breast pump program. This includes the ordering, inventory, distribution and maintenance of breastfeeding equipment and completion of required documentation as requested by the State WIC Office (See Policy 11.06 Breastfeeding Equipment Inventory and Maintenance).
5. The Breastfeeding Coordinator shall plan and coordinate breastfeeding training for local agency WIC staff.
6. The Breastfeeding Coordinator shall complete the sections and goals related to breastfeeding in the Nutrition Services Plan.
7. The Breastfeeding Coordinator shall evaluate educational materials for accuracy and positive presentation of breastfeeding.
8. The Breastfeeding Coordinator shall assess the content of individual participant contacts and group sessions that address infant feeding to assure that breastfeeding is presented as the norm for infant feeding.
9. Where the Breastfeeding Initiative is available, the Breastfeeding Coordinator shall collaborate



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with MSU Extension to manage the Mother-to-Mother peer counselor services within the WIC agency.

B. GUIDANCE

It is recommended that:

1. The Breastfeeding Coordinator meets the qualifications for a CPA and has one year of experience in counseling and educating women about how to breastfeed successfully.
2. The Breastfeeding Coordinator attends Breastfeeding Basics, if not attended within the last five years.
3. The Breastfeeding Coordinator develops and maintains effective communication and collaboration with other private and public health care systems, educational systems, and community organizations to ensure optimal breastfeeding education and support for families by:
 - a. Participating in local and regional breastfeeding coalitions and networks.
 - b. Participating in breastfeeding promotion at meetings of local professional groups.
 - c. Disseminating current and relevant breastfeeding information to local affiliates of professional groups and collaborating agencies.
4. The Breastfeeding Coordinator develops a community breastfeeding resource list.
5. The Breastfeeding Coordinator participates in outreach activities that promote breastfeeding by:
 - a. Interacting with MDCH/WIC Division and other local WIC agencies to coordinate and implement breastfeeding promotion activities.
 - b. Being a member of the State WIC Breastfeeding Workgroup (i.e. attend meetings, if possible, and review minutes).

Reference:

Federal Regulations 246.11(c)(2), 246.11 (c)(3), 246.11 (c)(6), 246.11 (c)(7)(ii), 246.11 (c)(7)(iv), 246.11 (e)(1), 246.11 (e)(6), 246.12 (n)(2)

Nutrition Services Standards, USDA, October, 2001

Cross-reference:

Policy 1.11 WIC Local Agency Staffing

Policy 11.01 Breastfeeding Promotion, Protection and Support

Policy 11.04 Breastfeeding Training

Policy 11.06 Breastfeeding Equipment Inventory and Maintenance

Exhibits:

11.02A Local Agency Breastfeeding Coordinator